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FOR IMMEDIATE RELEASE

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*****MEDIA ADVISORY*****

STATE AGENCIES SEND STRONG SAFETY MESSAGE FOR ST. PATRICK DAY'S WEEKEND
Public asked to report Drunk Drivers by calling CHP, Those who celebrate need to Designate a Driver

The latest CHP traffic fatality figures show that 1,462 people were killed in alcohol related crashes in the year 2004. California's Statewide Traffic Action Response (STAR) will activate into high gear this weekend to address the problem of drinking and driving.

WHO: California Department of Alcoholic Beverage Control Director Jerry Jolly
California Highway Patrol Assistant Commissioner Kevin Green
California Office of Traffic Safety Director Chris Murphy
Caltrans Chief Deputy Director Randy Iwasaki
California Department of Motor Vehicles Chief Deputy Director Ken Miyao

WHAT: Operation STAR News Conference

WHEN: Thursday, March 16, 2006 at 11 a.m.

WHERE: California Department of Alcoholic Beverage Control Headquarters
3927 Lennane Drive, Suite 100, Sacramento, California

WHY: There are too many deaths and injuries resulting from alcohol-related crashes. The State wants to send a strong message that people need to report drunk drivers by calling CHP and designate a non-drinking driver before celebrating.

VISUALS: Media Agencies may follow ABC Investigators and Sacramento Police into the field for Informed Merchants Preventing Alcohol Crime Tendencies (IMPACT) inspections of ABC licensed businesses. Media agencies wishing to see inspections should arrive at the Sacramento Police Substation located at 5303 Franklin Boulevard at 2:55 pm. Call John Carr of ABC at (916) 826-8287 if you have questions.

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